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**TROY NAMED *SPORTS ILLUSTRATED* 50<sup>th</sup> ANNIVERSARY SPORTSTOWN  
FOR THE STATE OF MICHIGAN**

**Mayor Matt Pryor and City Manager John Szerlag to Accept Award**

New York, NY, January 13, 2004 – Troy has been selected as the *Sports Illustrated* 50<sup>th</sup> Anniversary Sportstown for the state of Michigan, to be announced today by SPORTS ILLUSTRATED and the National Recreation and Park Association (NRPA).

Mayor Matt Pryor and City Manager John Szerlag will formally accept the award on behalf of the City on Tuesday, January 13 at 6 p.m. at the Troy Community Center during the city's "Troy Sports Day" celebration. Tina Ienna, a Troy resident and advertising sales director of *Sports Illustrated*'s Detroit office, will present the award on behalf of the magazine; Mike Maisner, a trustee of the NRPA, will present on that organization's behalf.

A first-time event, *Troy Sports Day* is a celebration of all the individuals and organizations that contribute to the successful pursuit of sports in the City. Lem Barney, former Detroit Lion and NFL Hall of Famer, as well as Lions Head Coach Steve Mariucci, are scheduled to take part in the festivities.

Fifty *Sports Illustrated* Sportstowns – one from each state – will be announced from July 2003 to July 2004. The selections will be made by both SPORTS ILLUSTRATED and the National Recreation and Park Association based on a variety of criteria that demonstrates a community's involvement in facilitating and enhancing quality sports. Communities are judged in the following categories: philosophy, policy/procedures, education and training strategies, youth development strategies, community commitment to parks and recreation resources, innovations for community development, and scope of the programming.

Each Sportstown recipient will be honored with a cash grant, recognition in SPORTS ILLUSTRATED magazine and online, and a special commemorative road sign that recognizes the community as an official *Sports Illustrated* Sportstown.

Michigan will be the 29th state profiled in a special editorial section in SI and is the 27th to receive a *Sports Illustrated* Sportstown designation. The special Michigan section will appear in the February 9<sup>th</sup> issue, which begins hitting newsstands on Wednesday, February 4. SI.com's profile of Troy will be posted online on February 4 at SI.com/50.

"The *Sports Illustrated* Sportstown program brings to life the notion that sports are an enormous force for good in our country," says SI President Bruce Hallett. "Troy's commitment to finding creative and resourceful ways to enhance sports for the well being

of its community fits perfectly with the principles of our *Sportstown* program as well as the overall mission of our anniversary celebration.”

The City of Troy’s Parks & Recreation Department has enhanced their community by providing quality sports programs for citizens of all ages and at all levels of play. By advancing a philosophy that emphasizes fun, self-esteem and fitness, the Troy Parks & Recreation Department supports and encourages lifelong sports participation and enjoyment. The department also enjoys a strong volunteer base and several successful public and private partnerships in the community.

“Troy is clearly committed to inclusion and lifelong sports participation,” says NRPA Executive Director John Thorner. “In establishing and implementing programs for preschoolers, youth, adults, senior citizens and persons with disabilities, as well as by supporting independent sport programs throughout the community, Troy serves as an excellent example of a SPORTS ILLUSTRATED Sportstown.”

SI’s 50<sup>th</sup> Anniversary program, *America’s Sports Illustrated: 50 Years, 50 States, 50 Sports*, is a wide-ranging multimedia platform that is the most ambitious initiative in the history of the franchise. The grassroots effort, which began in July 2003 and continues through July 2004, is a yearlong celebration of sports in America. It will include editorial coverage in the magazine and online, a community sports outreach campaign, as well as *The Toyota Presents Sports Illustrated’s 50<sup>th</sup> Anniversary Tour* that will travel to unique sports events and festivals in cities and towns throughout the country. Toyota is the presenting sponsor of the Tour; Best Buy, MassMutual Financial Group and Starter are the program sponsors. SI’s actual 50th anniversary date is August 16, 2004.

The National Recreation and Park Association is a nonprofit professional and citizen association dedicated to advancing parks, recreation and environmental conservation efforts that enhance the quality of life for all people. Headquartered in Ashburn, Virginia, NRPA supports the work of public, private, and non-profit park and recreation concerns in the areas of youth development, lifelong health, quality sports and environmental stewardship.

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**Contacts:**

Sheryl Spain  
SPORTS  
ILLUSTRATED  
(212) 522-6905  
work  
(646) 256-3334 cell

Cindy Stewart  
Community Affairs  
Director  
City of Troy  
(248) 524-1147

Kathy Spangler  
NRPA  
(703) 858-2162

Carol Anderson  
Parks and  
Recreation Director  
City of Troy  
(248) 524-3484